

## **EXHIBIT 2**

## LTC Summer 2002 Newsletter

Answers T1

## Object Attachments:



LTC Summer 2002 Newsletter

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# LTC Best Practices Newsletter

Summer 2002

*Looking to the Future, Touching Lives, Committed to Excellence*

Volume Two

## FROM TOM OLSINSKI, National Sales Director



The final lap of a long distance race....the ninth inning.... the fourth quarter.....all times to put out the best effort to impact the conclusion of an event. That's where we are now in LTC Quota Achievement for 2002. **Now is the time** to show what we can do in LTC: lead the way in results with the strongest sales we can accomplish. Remember: we are not delivering messages like Western Union, we are **creating action** that changes the prescribing of the customer for the good of the resident.

This is a simple time: we **SELL oral ZYPREXA** to the targeted customers who drive results. We have exciting new tools to help make our time even more effective through **segmentation**. The few hours a day you actually spend face to face with prescribing customers needs to be your very best positive performance. Continue to communicate your best practices and learn from each other. We want to see every District go to an achievement meeting again in 2003 for this year's results.

Thank you for all you do every day and for what you will accomplish this year. Champions sustain excellence: now is the time to create sales results from the champions in LTC! It's the fourth quarter: be your best.

**Keep selling & Enjoy the journey.**

## FROM MIKE MURRAY, West Area Sales Director



Congratulations for another strong start in LTC for 2002. This is a year of great challenge, and once again the LTC Division has led the way in sales performance, and your positive attitude and entrepreneurial spirit continue to show. As we enter the homestretch of the selling year, it has never been more important for you to increase your focus and implement with precision the one and only

thing we do right now, **SELL ZYPREXA!** We've shown great momentum versus the competition, and we are closer to passing Risperdal in LTC prescriptions than we have ever been. At the same time, we still have great opportunity to not only pass Risperdal but take the dominant position in LTC in the pharmaceutical industry.

Your focus and sense of urgency in the last four months will determine how close we get to our goals. We have extremely focused priorities and great tools to support our efforts. The basics still revolve around the 4 corners of activity, and we have to maximize the fundamentals better than ever. We also have the new brand strategy and segmentation to become more precise on each and every sales call; approaching our customers the way they want to be approached. This will ultimately enable us to create action quicker with each customer, which is what it is all about. Your 90 Day Action Plans should be focused on the customers that can return the most business in the last months of the selling year. Set your goals, know your project sells needed to reach those goals, and keep score vs. the competition. This will enable you and our entire Division to finish on the top! I continue to be proud to be part of Lilly LTC, and I am enjoying my job as much as I ever have in working with all of you.

**Accept nothing less than the best!**

## 2002 Q1 YTD Results

### Q1 Portfolio

Nation- 105%  
West- 105%  
East- 104%

### Top Districts

Cleveland LTC	Mary Ann Elia	122%
Florida LTC	Bob Shaw/ Cheryl James	116%
Texas LTC	Rick Smith/ Tina Shegon	115%

### Total Portfolio

Michael Arnett	Wilmington	144%
Donald Foy	Tallahassee	141%
Sheldon Bratton & Amy Dahlgren	Chicago Metro Blad	133%

### Zyprexa

Sheldon Bratton & Amy Dahlgren	Chicago Metro Blad	158%
Tracy Larsen	Chicago South	153%
Don Foy	Tallahassee	150%

### Prozac Weekly (All listed were 200% to Quota and Pathfinder Award Winners)

Ann Conneally	Cleveland East	Michele Canon	Pasadena
Patricia Whalon & Frank Trollo	Princeton Triad	Brian Ward	Ontario
Lashonda Hunter	Wichita Falls	Amanda Moynihan	Springfield
Alan Cohen	Los Angeles	Jane Kelly	Allentown
Stacey Mangano	Long Beach	Beth Cooley-Merino	Sacramento
Max Gild & Stephanie Fisher	Parsippany Blad	Damian Lynch	Danbury



## Best Practices Session

Congratulations to the Top Performers of Q4  
The following representatives enjoyed two days in the  
**BIG APPLE** at the Grand Hyatt Hotel in  
vibrant New York City, New York!



### Zyprexa

Cristina Rosas  
Sam Patel  
Tracy Larsen

Tyler  
Lubbuck  
Chicago South

Texas LTC  
Texas LTC  
Chicago LTC

### Prozac Weekly

Robin Chapman  
Chris Backes  
Tracy Hird

Austin  
Indianapolis North  
San Antonio North

Texas LTC  
Indiana LTC  
Texas LTC

### Total Portfolio

Ana Hargrave  
Kimberly Thomas  
Teresa Mazzarella

Miami  
Memphis  
Utica

Florida LTC  
South LTC  
Pittsburgh LTC

## So, what was the secret to their success?

Zyprexa • Start with the DUR to find the opportunity

Ex: Typicals, High Dose Risperdal, liquid Risperdal, combination therapy, high benzodiazepine use, etc.

• With the DUR you know what they are writing, but do you know **why?**

**Make it a priority to find out!**

• With the prescriber, identify one specific patient type to go after.

• Go with the prescriber to the NH to make rounds together.

Although we don't still actively promote P. Weekly in LTC, we learned many valuable lessons which are applicable to selling Zyprexa & creating action!

Prozac • Be in the home: work w/ treatment team, do rounds with MD/RN

Weekly • Inservice staff at nurses station

• Create the list while in the home

• Utilize consultant to generate list of potential PW patients for MD

• Follow up immediately after you have gained commitment

• Audioconference w/ D.O.N. and Medical Director

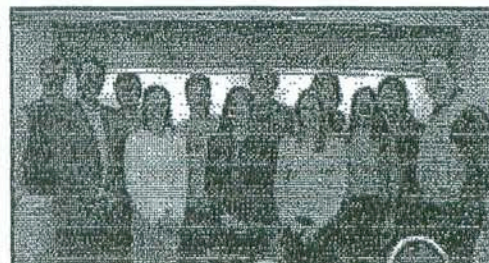
• Focused roundtable discussions - have the prescribers that are helping you share their experiences with other action plan MD's

**Can you apply these same best practices to Zyprexa?**

Thanks to all participants for their contributions and their outstanding performance in 2001!



Tracy Larsen, Tracy Hird, and Christina Rosas in NYC.



From L to R: C. Backes, M. Murray, S. Patel, C. Rosas, T. Larsen, A. Hargrave, R. Smith, R. Chapman, T. Hird, T. Mazzarella, K. Thomas, T. Olsinski.



# Looking to the Future, Touching Lives, Committed to Excellence

## Coaches Corner

featuring **Rick Smith**, District Manager, Texas Long Term Care



**Project Selling** are two words we hear a lot of these days. In all honesty though, this is what the most successful sales representatives do on a day in day out basis. In my 25 years with Lilly, there have been 3 key learnings:

1. 20% of our customers write 80% of our business. Tier 1's are the folks who will make us successful.
2. Tier 1s are influenced by frequency, a message that hits their motivators (chips) and a supportive message from key thought leaders (resource utilization).
3. FOCUS. Every time we focus or follow through to get a result (new script, upgrade, cross-taper), our business grows and we help patients.

Project Selling at its best gives us the opportunity to apply all three key learnings. It is the "Business Ownership Mentality".

### "The Recipe"

1. Determine the target (Tier 1, specific NH, or specific pharmacy)
2. Quantify the opportunity with a baseline DUR. This determines the physician's usage pattern to help us understand which specific patient we should go after:
  - ❖ low dose Risperdal → multi-med patient
  - ❖ high dose Risperdal → EPS concern
  - ❖ Zyprexa 2.5mg → 5mg
  - ❖ Risperdal liquid → Zydys
3. Determining what they are using and why (chips)
4. Specific plan around frequency, message and resource utilization using Segmentation
5. No more planning – JUST DO IT
6. Follow-up and keep score with a follow up DUR. Getting a follow-up DUR will help you determine if you are making progress and if it is time to go to the next target. If you are not making progress, you must reflect on what you are doing and think about doing something different. Remember that INSANITY is doing the same thing and expecting a different result!

Let me give you a hypothetical example to sell the seller.

We have 4 months left in 2002 to make it happen and drive incremental sales in 2002. Lets say we have a project sell with Dr. Plenty of Opportunity who has 25 patients on antipsychotics (12 on Zyprexa and 13 on Risperdal). Our 90-day plan is to upgrade 1/2 of his Risperdal patients and get all new antipsychotic starts. Here are the scenarios if we get them early versus later.

GET IT DONE IN SEPTEMBER		VS	GET IT DONE IN DECEMBER	
Risperdal Upgrades	New Patients		Risperdal Upgrades	New Patients
6	5		6	5
3	3		0	0
Refills- Total- 18	15		6	5
33			11	
x \$250			x \$250	
\$8,250			\$2,750	
\$5,500 difference!				

This example demonstrates the value of the annuity and the opportunity lost by not getting the script earlier in the year. Get it done early so you enjoy the benefits of refills and patients get the magic of Zyprexa. With Dr. Plenty, you may have gotten 11 new patients, but you really got 33 scripts (with refills). If we had Dr. Plenty on board in January it could have been 121 scripts just from the same 11 patients.

Let me show you a real example from Team Texas:

### Tyler, Texas – Cristina Rosas

Cristina identified a physician whose patients were on peg tubes receiving liquid Risperdal.

- Cristina worked with the physician, got an order to get nurses to upgrade patients to Zydys.
- Cristina's Zydys, as a % of her business, is one of the fastest in the district and more importantly, she is outgrowing the atypicals by 75%.
- Cristina is also 117% with Zyprexa after finishing #2 in 2001.
- One doctor, one nursing home, one specific patient at a time.

What can Project Selling do for YOU? Business Ownership, Premier Rewards, and FOCUS. It can give you a sense of accomplishment by firsthand seeing the results of your efforts in your DURs and celebrating the success in knowing you are helping patients. It can help with the work/family balance by helping you focus on opportunities that will bring the greatest results.

District Managers use project Selling as well. Tina Shegon and I have a project sell underway now in a territory that could have great impact to Team Texas' success.

- Territory has 15% of the antipsychotic opportunity within Team Texas
  - Risperdal has 43% Days of Therapy share vs. Zyprexa's 31% share.
  - If we could overtake Risperdal in this territory, the district would be 160% to quota in 2002.
  - Productivity and resource utilization need to increase
  - We have confidence in the sales representative to get it done
  - This territory is getting our resources and focus to make sure it happens, and happens early so we can reap the benefits throughout 2002.
  - It will happen, one doctor, one NH, and one specific patient at a time.
- I would bet that in your territory you have an MD that you wish, "If only I could get Dr. X to write more Zyprexa I could help patients, help myself and help my team in 2002." Put this customer in a focused Project Sell and it WILL happen. Best of luck and good selling. **2002 – This Will Be Our Finest Hour**



## Peer to Peer Solutions

In light of the recent GPP and budget challenges, the P2P team has offered solutions to help you to bring valuable programs to your customers.

- Speaker Ride-A-Longs with Local Speaker
- Focused Small Roundtables with Local Thought Leaders
- In-Services/Moderator program at all shift changes
- Psychlink/DLN at breakfast
- Increased commitment to available DTP interventions – place them in your day timers now and get them scheduled
- Non-Honorarium roundtables between Key docs – every month (same time, same place, different leader of the discussion – journal clubs)
- Tie programs to the Front End or Back End of Business Meetings at Nursing Homes, Group Homes, CMHC's, etc.
- Early Dinner programs near the MD's office (5pm – finish by 7pm)

Be Solutions-Oriented

Stay Positive

Superior Planning of Targeted Programs with Specific MD's



# Looking to the Future, Touching Lives, Committed to Excellence

## Q4 2001 Director Diamond Awards

This Quarterly award recognizes those with excellent implementation around the 4 Corners leading to sales results!

Congratulations to the Q4 2001 Winners:



**East- Tricia Lukomski & Andrew Bower**



**West- Cliff Bizzell**

## Quota Trips

Congratulations to each and every district in LTC; you all earned fabulous trips from your sales results in 2001!

Here's to another year of hard work & well-deserved achievement trips!

### East Area

West Area

Florida LTC

Texas LTC

Chicago LTC

Indianapolis LTC

New York LTC

Boston LTC

Pittsburgh LTC

Cleveland LTC

Northwest LTC

Philadelphia LTC

St Louis LTC

Southeast LTC

Washington DC, LTC

Memphis LTC

Sacramento LTC

Los Angeles LTC

### Bermuda

Cabo San Lucas

Las Vegas, NV

Kiawah Island, SC

Lake Tahoe, NV

Las Vegas, NV

Kiawah Island, SC

South Beach, FL

Key Biscayne, FL

Dana Point, CA

Lake Tahoe, NV

Scottsdale, AZ

Squaw Valley, NV

South Beach, FL

Scottsdale, AZ

Key West, FL

Key Largo, FL

Key West, FL

## Moving Up

Several of our LTC colleagues moved on to new roles during the last quarter. **Congratulations!!!**

Chris Backes

SPP Marketing Associate

Jessica Waguespack

Sigma Area Trainer

## B2B Update-



We have developed a CME training tool applicable to nursing home caregivers on "Managing Behavioral Emergencies". This is a topic important to all caregivers as behavioral emergencies can cause danger to caregivers and patients, create a distraction from day to day operations, and trigger significant stress for the caregivers and families. This tool addresses both non-pharmacological and pharmacological approaches and has been distributed nationally through NeighborCare, PharMerica, and ASCP members. Copies have also been made available to Integrated Health Services (a national nursing home provider). If this topic resonates with your customers—please offer to join your customer to watch the video or inservice and continue to deliver the "answers that matter!"

—Your LTC B2B Team,  
Becki Morison, Steve Hord, Matt Zickmund, Paul Titus, Jack Campbell

## What is Segmentation?

The division of customers into groups (segments) that: (1) have common needs/wants/preferences and (2) will respond similarly to a *specific marketing strategy*.

We need to modify our strategy to better meet the needs of a particular segment. What's in it for them? Let's take a closer look. The following are examples of how one may communicate the benefits of a patient being on Zyprexa 5mg versus settling with 2.5mg...

### HIGH FLYER

...to maximize patient outcomes, to get the patient to the highest possible level of functioning.

### SKEPTICAL EXPERIMENTER

...try it for yourself, doctor. You tell me where you see the best clinical outcomes. I would love to get your feedback.

### RULE BOUND

...because 5mg was shown to be the most efficacious and safe dose within our clinical trials. It is the standard of care accepted by geriatric psychiatrists around the country.

### SELECTIVE MAJORITY

...because it is simple. 5mg at 5pm. Easy to dose for the staff, easy to remember for you.

**THE LIMITLESS TEAM**  
Go Beyond!







# Just Do It

*Congratulations to Everyone!*



## East Team

David Green Sharing segmentation ideas from roll-out at June district meeting  
Mary Ann Elia Sales growth to #1 in East and overall in Q1 2002

## West Team

Tom Olsen Segmentation across LTC- voted MVP of East Area Meeting  
Karl Phillips Implementation of Creating Action Workshop at June Meeting

## Chicago Team

Amy Dahlgren & Sheldon Bratton Group Home Preceptorship Coordination  
Joe Gruttadauro Development of Business Plan Template  
Shauna Kistler Developed Pre-call Planning Worksheet

## Cleveland Team

Andrew Bower ICP Zyprexa performance as new #1 AP SOM on DUR  
Andrew Bower Segmentation to create action on 6 calls during field visit.  
Jennifer Lee Detroit Medical Arts Zyprexa dose optimization program.  
Jennifer Lee Project Sell at MORC with V. Angeluni to impact Zyprexa sales.  
Tricia Lukomski ICP Zyprexa performance as new #1 AP SOM on DUR  
Tricia Lukomski Ominicare of Penysburg dose optimization program.  
Ann Conneally NCS project selling with Drs. Goldman/ Zedar.  
Marcia Kennon NCS project selling with Drs. Goldman/ Zedar.  
Marcia Kennon NCS project sell that resulted in \$300,000 Zydys purchase.  
David Reece NCS project sell that resulted in \$300,000 Zydys purchase.  
David Reece NCS project selling with Drs. Goldman/ Zedar.

## Indianapolis Team

Robin Coleman Pz Weekly project sell resulting in 285% increase (\$15,300)  
Chris Backes Pz Weekly project sell resulting in 256% increase (\$9800)  
Samino Scott 100% DUR Attainment within 1st 5 months in the field  
Ruth Brown Pz Weekly project sell resulting in 170% increase (\$9200)  
Ruth Brown Initiation & implementation of Ohio Med Dir Assoc. Meeting  
Lori McDonnell "Creating Action Dinner" resulting in 12 new Zyprexa patients

## New England Team

Garrett Ingrando The perfect field day  
Garrett Ingrando DUR Attainment  
Barbara McIntosh Excellent creating action during a call  
Stacy Larkin Partnering with Pharmacia  
Eliot Agudelo MVP of June District Meeting  
Amanda Moynihan MVP of June District Meeting  
Sharon Martin DON challenge for Zyprexa conversions

## New York Team

Marisol Torres Fine attention to details to save LTC NY over \$1000  
Kiana Ahye Above the call of Duty w/ Dr. Glazer for his dinner program  
Kristin Hughes Above line attitude to Secure \$10,000 P. Weekly at HH  
Damian Lynch Motivating Oceanside Triad w/ Zyp Q3 Award Perqs pgm.  
Arianna Vetrati Zy. SOM reversal w/ Risp at Metro. Jewish (70%Z/30%R)  
Stephanie Fisher Finding Huge MRDD mkt. th/ RPH MIQ and taking action  
Max Gild Finding Huge MRDD mkt. th/ RPH MIQ and taking action  
Dana Johnson Securing Park Ave. Education symp - 1 yr in the making  
Gerrie Merola Realizing she doesn't need Din Shah to be successful  
Aviva Megbow Whipping the Reinstein opportunity into an ACTION PLAN  
Arianna Vetrati Creating business opportunity for ChemRx

## Philadelphia Team

Reilly Decker Coaching to impact the district's ability to create action  
Frank Trollo Maximized resource with T1 customer  
Trysh Whalon Analyzed huge DUR to develop advanced targeting tool  
Margie Pierce Outstanding implementation of the first district conf. call  
Sarah Burns Exceeding expectations on 1st field ride in new district  
Christine Pendrak Outstanding routing, targeting & analysis in new territory  
Paul Titus Proactive NCS account driven priorities  
Frank Trollo P2P with Quality, Speed and Value  
Donna Seybold P2P Implementation

## Pittsburgh Team

Mark Miklinski Project selling vs benzodiazepines; shared learning w/ team  
Teresa Mazzarella Coverage of sales territory while also facilitating ID schools  
Dennis Neuman Nursing home rounds resulting in creating action

## Washington D.C. Team

Gary Bradshaw Best practice sharing & communication with peers for Q2.

## Florida Team

Alicia Anepete Achieving "Mission Impossible": a NH list from Pharmacia  
Ken Jones Achieving "Mission Impossible": a NH list from Pharmacia  
Ana Hargreave Project Sell: Grew Account 319% from Q4 '01 to Q1 '02  
Don Foy 100% District PAC Participation & Strong Involvement in Florida legislative action team

## Los Angeles Team

Tina Gillen June District Meeting MVP

## Northwest Team

Jeff Nowlin Excellent Pres. at Dist. Meeting: "How to work a Nursing Home"  
Rich Clubine Prozac Weekly Champion Role

## Sacramento Team

Jaye Ramirez Prozac Weekly Project Sell at a Neighborcare Account  
Bryan Zappulla Prozac Weekly Project Sell at Neighborcare & Owens  
Beth Cooley-Merino Prozac Weekly Project Sell at a Neighborcare Account  
Tremell Turner For his efforts as Prozac Weekly product champion  
Maggie Bolton Provided coverage to open territory in addition to her own

## Southeast Team

Jake McDowell "Walk With" (rounding) idea with a Tier 1 customer/Quarter  
Shelly Norton Understanding Customer Needs with important MD/NP group

## Texas Team

Christina Rosas Setting the hurdle for resource utilization & productivity  
Robin Chapman Project selling with Zydys, having the highest penetration of Zydys in the district and for her productivity/resource utilization leadership

*Looking to the Future, Touching Lives, Committed to Excellence*



## STP - Creating Action Intervention (Neuro LTC)

Answers T1

Type Disease State Here

**Best Practice Description:** Acute Crisis Intervention**Situation:**

Increase market share of Zyprexa by focusing on the implementation of Zydys.

**Task/Action:**

In the territory, most SNF's are below census. These facilities have contacted my largest Tier 1 Consulting Psychiatrist who asked for his recommendations on how to eliminate some possible hospital admissions. One suggestion he gave was to administer 5 to 10mg of Zyprexa Zydys for the highly aggressive and agitated resident that is experiencing acute break-through symptoms. The Doctor uses the somnolence to his advantage and feels very comfortable taking the dose higher because of the safety profile. The action was for me to get this Doctor to share his success with his colleagues and have them implement this practice by having Zyprexa Zydys provided in the emergency kits at their respective SNF's. We were able to accomplish this by completing a round table discussion with a practice which included 4 Doctors that are Medical Directors for six facilities in the territory.

**Results:**

Six facilities have two 5mg Zyprexa Zydys located in their emergency kits. The best result: this practice has resulted in a decrease in hospital admissions.

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